

Rep Order# 9782476 Ver# 1 Status New  
 EC'd No  
 Printed: 08/03/2012 9:43 AM  
 Last Received: 08/03/2012 9:32 AM  
 Showing Buylines: All Lines

Traffic Order#

Station WWSB-TV SARASOTA, FL  
 Advertiser ( ) POLITICAL  
 Product OBAMA FOR AMERICA  
 Estimate# 1549  
 Buyer Katie Keuleman  
 Phone#  
 Fax#

Agency ( ) GMMB  
 3050 K ST NW  
 WASHINGTON, DC 20007  
 Agency C/P1/P2/E 95/101/1549  
 Flight Dates 08/04/2012 - 08/17/2012  
 Hiatus Weeks

Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) BRAD PHILIPPS  
 Salesperson Phone# 202-955-5342  
 Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

OBAMA FOR AMERICA - FLIGHT C \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW OBAMA - FLIGHT C ORDER  
 PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-F	6P-630P	ABC 7 NEWS @ 6P	:30	\$800.00	08/06-08/17	1	2	2	\$1,600.00	
	2	M-F	7P-730P	WHEEL OF FORTUNE	:30	\$400.00	08/06-08/17	3	2	6	\$2,400.00	
	3	M-F	730P-8P	JEOPARDY	:30	\$400.00	08/06-08/17	3	2	6	\$2,400.00	
	4	SA	7P-730P	WHEEL OF FORTUNE	:30	\$400.00	08/04-08/11	1	2	2	\$800.00	
	5	TH	9P-10P	GREY'S ANATOMY	:30	\$1,100.00	08/09-08/16	1	2	2	\$2,200.00	
	6	SU	8P-9P	ONCE UPON A TIME	:30	\$1,400.00	08/05-08/12	1	2	2	\$2,800.00	

---REPORT TOTALS---

Report Totals: 20 / \$12,200.00

---SALES MONTHLY TOTALS---

Aug 12: 20 / \$12,200.00

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Rep Firm	
Sales Office (	) WASHINGTON
Salesperson (	) BRAD PHILIPPS
Salesperson Phone#	202-955-5342
Salesperson FAX#	202-955-5348

Sales Totals: 20 / \$12,200.00  
Station Totals: 20 / \$12,200.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$412,162	CABL 0%	UNKN 0%	WBSV 1%	WFLA 17%	WFTS 20%
		WTOG 2%	WTSP 26%	WTTA 2%	WTVT 25%	WWSB 2%

Books	null
Demos	RA35+

## CONTRACT



**WWSB**  
1477 Tenth Street  
Sarasota, FL 34236  
(941)552-0777

And:

**GMMB**  
1010 WISCONSIN AVE NW  
WASHINGTON, DC 20007

<u>Contract / Revision</u> 31215 /		<u>Alt. Order #</u> 09782476
<u>Product</u> 1549/OBAMA FOR AMERICA		
<u>Contract Dates</u> 08/04/12 - 08/17/12		<u>Est. #</u> 1549
<u>Advertiser</u> OBAMA FOR AMERICA		<u>Original Date / Revision</u> 08/03/12 / 08/03/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WWSB	<u>Account Executive</u> BRAD PHILLIPS	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots Amount	
N 1	7	08/06/12	08/17/12	ABC 7 News at 6p	6-630p		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				1	\$800.00			
Week:		08/13/12	08/19/12	MTWTF--				1	\$800.00			
N 2	7	08/06/12	08/17/12	M-Sa 7-730p	WHEEL		:30			NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				3	\$400.00			
Week:		08/13/12	08/19/12	MTWTF--				3	\$400.00			
N 3	7	08/06/12	08/17/12	M-Sa 730-8p	JEOPARDY		:30			NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				3	\$400.00			
Week:		08/13/12	08/19/12	MTWTF--				3	\$400.00			
N 4	7	08/04/12	08/11/12	M-Sa 7-730p	WHEEL		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S-				1	\$400.00			
Week:		08/06/12	08/12/12	-----S-				1	\$400.00			
N 5	7	08/09/12	08/09/12	Thu Prime Hour 2	WIPEOUT		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---T---				1	\$1,100.00			
N 6	7	08/05/12	08/12/12	Sun Prime Hour 2	SECRET MILLION.		:30			NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S				1	\$1,400.00			
Week:		08/06/12	08/12/12	-----S				1	\$1,400.00			
N 7	7	08/16/12	08/16/12	Thu Prime Hour 2	TIME MACHINE Cl		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---T---				1	\$1,100.00			
<b>Totals</b>											20	\$12,200.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/17/12	20	\$12,200.00	\$10,370.00
<b>Totals</b>	20	\$12,200.00	\$10,370.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.





**WWSB**  
1477 Tenth Street  
Sarasota, FL 34236  
(941)552-0777

<u>Contract / Revision</u>	<u>Alt. Order #</u>
31215 /	09782476

<u>Contract Dates</u>	<u>Product</u>	<u>Est. #</u>
08/04/12 - 08/17/12	1549/OBAMA FOR AME	1549

<u>Advertiser</u>	<u>Original Date / Revision</u>
OBAMA FOR AMERICA	08/03/12 / 08/03/12

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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